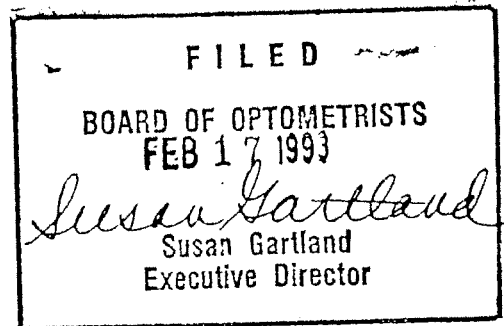


ROBERT J. DEL TUFO  
ATTORNEY GENERAL OF NEW JERSEY

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STATE OF NEW JERSEY  
DEPARTMENT OF LAW & PUBLIC SAFETY  
DIVISION OF CONSUMER AFFAIRS  
STATE BOARD OF OPTOMETRISTS

IN THE MATTER OF THE SUSPENSION  
OR REVOCATION OF THE LICENSE OF

FLOYD M. SMITH, O.D.  
LICENSE NO. 4245

TO PRACTICE OPTOMETRY IN THE  
STATE OF NEW JERSEY

Administrative Action

CONSENT ORDER

This matter was opened to the New Jersey State Board of Optometrists (hereinafter "Board") by the issuance of a Uniform Penalty Letter dated August 31, 1992, in which it is alleged that prior to August 31, 1992, advertisements were run in the Pascack Valley Community Life wherein the title "doctor" or its abbreviation appeared without qualifying this title or abbreviation with the word optometrist as required by N.J.S.A. 45:12-11(1). It appearing that the respondent desires to resolve this matter without the necessity of a formal disciplinary hearing, and respondent expressly waiving any further right to such a hearing, and it further appearing that the Board finds that the within Order is adequately protective of the public interest,

and it therefore appearing that cause exists for the entry of the within Order,

IT IS THEREFORE on this 17th day of February, 1993,  
ORDERED:

1. Respondent Floyd M. Smith, O.D. shall, contemporaneously with the entry of this Order, pay a civil penalty of \$1,250.00, payable by certified check, money order or attorney trust account check issued to the New Jersey State Board of Optometrists.

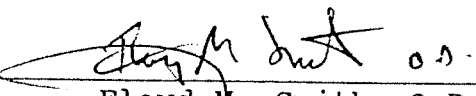
2. Respondent shall hereby cease and desist using the title doctor or its abbreviation without further qualifying this title or abbreviation with the word optometrist.

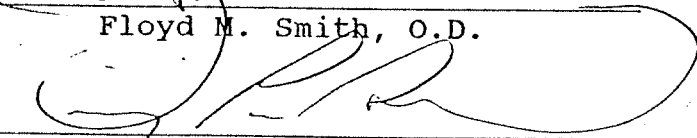
NEW JERSEY STATE BOARD OF OPTOMETRISTS

By: 

\_\_\_\_\_  
Vincent Martucci, President  
Barry Schneider, O.D.

I have read and I understand  
the within Order, and I agree  
to be bound by its terms.  
Consent is hereby given to the  
Board to enter this Order.

  
\_\_\_\_\_  
Floyd M. Smith, O.D.

  
\_\_\_\_\_  
Terry Paul Bottinelli, Esq.